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UM graduate student to launch state-wide consumer study June 22

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UM GRADUATE STUDENT
TO LAUNCH STATE-WIDE
CONSUMER STUDY JUNE 22

MISSOULA-----

A study of consumer spending habits and the impact of bank charge cards on the Montana economy will be conducted by a University of Montana graduate student this summer.

The graduate student, Marshall Prchal (pronounced Percalé) of Billings, will mail a total of 1,000 questionnaires to residents in about 60 Montana communities Monday (June 22) to obtain information for his master's degree thesis in business administration. The respondents will not be asked to identify themselves.

"I hope to get at least half of the questionnaires back for my thesis report," said Prchal. "The more I get back, the more valuable the study will be.

"And, since I am not asking the questionnaire recipients to identify themselves, I'm sure that many of the consumers will be eager to return the completed forms," he added.

Prchal said the questionnaires may prove to be valuable indicators of Montana consumer buying habits as related to bank and department store charge cards.

He said results of the study will be made available on an aggregate basis to banks, finance companies, department stores and to news media after his thesis is completed this summer.

The study is being conducted through the UM Bureau of Business and Economic Research. Dr. Patricia P. Douglas, an assistant professor of business administration and a research associate in the bureau, is Prchal's thesis adviser.

Prchal received his bachelor's degree in business administration at the University of South Dakota, Vermillion, in 1964. He is a native of Burke, S.D. He worked in Billings from 1964-69.

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